

# RATE CARD SOUVENIR BOOK



## Publication Advertising

	<b>Fan</b>	<b>Semi-Pro</b>	<b>Pro</b>
	<b>Fan rates</b> apply to all non-profit organisations with no salaried staff, such as fan-run conventions, club, and fanzines.	<b>Semi-Pro rates</b> apply to businesses run part-time by their owners, small press publishers, and non-profit charities.	<b>Professional rates</b> apply to all commercial, for-profit organisations employing full-time staff.
<b>Inside back cover</b> 17"x 11" + bleed	\$ 750	\$ 1000	\$ 1250
<b>Full page*</b> 8.5"x 11" with 1/8" bleed	\$ 175	\$ 300	\$ 550
<b>Half page (FLOAT AD)</b> 7"x 4.75" or 3.5 x 9.5"	\$ 100	\$ 200	\$ 350
<b>Quarter page (FLOAT AD)</b> 3.5"x 4.75"	\$ 60	\$ 125	\$ 250
<b>Eighth Page</b> 3.5"x 2.38"	\$ 40	\$ 75	\$ 175

\*Full Bleed booking, please ensure you have 1/8" bleed and crop marks so we can position your ad onto the page. We recommend a 1" inset from the Trim as Text safe area

### Deadlines:

**Ad Reservation Date: September 30<sup>th</sup> 2021 - Ad Copy Deadline: October 30<sup>th</sup> 2021**

Publication date: at the convention

Running a convention? We are offering free quarter-page ad space in our newsletter **Dispatches from DeeCee** to promote other conventions.

Dimensions are 7.5". x 2.5". or 3.75". x 5". Please supply full-color color copy in pdf, psd, tif, png, gif, or jpeg format.

**Float Ads:** All ads without a clear border, a .25pt Black keyline border will be added.

**File Format:** Files should be sent as a PDF (300dpi), font converted to paths and all colour graphics should be saved in CMYK.

If it is larger than 2MB please let us know and we will give you an alternative to emailing the file.

Payment for advertising may be made by PayPal or a check in USD.

Other payment methods may be available by arrangement. We will issue you an invoice. If you have any questions please email **kees.van.toorn@discon3.org** or **pam.burr@discon3.org** or **advertising@discon3.org**



@Worldcon2021

**www.DisCon3.org**